

A COMPREHENSIVE ALCOHOL ACTION PLAN



April 2008

PREFACE

- In February 2008, in response to the increasing recognition of the problem of alcohol use and abuse on college campuses, Bradley President Joanne Glasser established a Special Committee to Develop a Comprehensive Alcohol Action Plan. The Committee membership consisted of carefully selected (for their interest and abilities) faculty, staff and student leaders. The members met on Monday evening for several months and discussed a myriad of subjects related to the issue of alcohol use and abuse by college students. Committee members also reviewed and discussed much of the current literature in this area, examined baseline Bradley and national data, and received input from the campus community.

- The macro goals were to make a statement about Bradley's concern for and willingness to do something about this critical issue and that the plan would make a difference in the alcohol use and misuse by Bradley students – and as a result lead to a safer, healthier student and campus community.

- The Special Committee takes great pride in the development of this Comprehensive Alcohol Action Plan. We trust that you will carefully read the plan, embrace it and our recommendations, and help this plan make a difference!

SECTION I

INTRODUCTION

- Bradley University is committed to providing students an enriched and dynamic academic and social experience. We are dedicated to offering students opportunities to learn and develop and to prepare for life as a citizen of the larger community. As our mission states, “Bradley University is committed to nurturing the multifaceted development of students to enable them to become leaders, innovators, and productive members of society.” We are devoted to creating a plan that will equip students to prepare for society.

- One aspect of student development is testing the limits of their environment. College students experiment with rules and policies as they pertain to them. Alcohol consumption is one such activity in which many college students will engage, even though they may be under the legal age.

- In 1970, President Richard Nixon signed the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act that established the National Institute on Alcohol Abuse and Alcoholism (NIAAA). The mission of NIAAA is to conduct and support research on alcohol consumption, prevention, and treatment as well as translate and disseminate research findings to health care providers, researchers, policymakers, and the public. A subcommittee on College Drinking was established to discuss alcohol abuse as a public health problem on college campuses.

- Dr. Henry Weschler, an NIAAA subcommittee member in the Department of Health and Social Medicine at Harvard University’s School of Public Health, first started collecting national data on college students and drinking in the early 1990s. He is the principal investigator of the College Alcohol Study (CAS) that has conducted four national surveys that have focused national attention on the widespread pattern of college binge drinking and the harms produced for both drinkers and others on campuses. He is currently examining the relationship of college, state, and local alcohol control policies to student binge drinking and related problems. This research has pointed to the important role that the alcohol environment plays in student problem drinking, including the availability, marketing, and low cost of alcohol, as well as the heavy drinking traditions of many colleges, especially those found in fraternities, sororities, and intercollegiate sports. Statistics first introduced in the comprehensive report are now routinely used to convey the magnitude of college drinking problems and their consequences.

-
- Currently, these national statistics suggest that binge drinking and the number of alcohol-related deaths to college students age 18-24 have increased 6% since 1998. Additional results indicate that college students who are intoxicated before age 19 are significantly more likely to be alcohol dependent later in life. Further results indicate that as many as 75-86% of college students used alcohol and 44% of the student population have engaged in binge drinking (4 or more drinks in one setting). In 2006, Bradley University participated in the American College Health Association (ACHA) Health Assessment survey. Of the 501 respondents, 73% of our students drank alcohol within the last thirty days as compared to their perception that 98% drank within the last thirty days. Fourteen percent of the students indicated that they drank 10-29 days during that time period. At the last party they attended, 31% of the students reported consuming five or more drinks. The proportion of Bradley University students who use and abuse alcohol does not differ significantly from college students in America.

 - Research now shows that well orchestrated community initiatives directed at reducing alcohol problems on college campuses have been effective. A collaborative relationship between the campus and the surrounding community is essential to this process. A comprehensive approach that includes targeted at-risk groups with additional individualized programming is essential to the success of an alcohol reduction plan. The three at-risk groups most discussed in the literature are: first year students, student athletes, and students affiliated with Greek Life. Developing several tailored programs to address each of those group's specific needs would enhance the effectiveness of a comprehensive plan.

 - Social acceptance and belonging is a critical component of student development. Students seek out social groups that provide them opportunities to establish relationships and a sense of attachment. These social groups may be a residence hall floor, recreational club, or student organization. Student leaders in these groups are very influential as to appropriate and acceptable behavior. Social norms and presentations by trained student peers have been effective.

-
- There are two aspects to changing student behavior with regard to alcohol consumption: building a positive community and empowering student leaders. Building a positive community suggests that the University provide opportunities for students to join communities (or social groups) that have a common factor that attracts and maintains student affiliation. A living, learning community could offer students the opportunity to participate in activities and experiences that offer acceptance and direction in their behavior.

 - Student leaders influence students. This consistent college behavior is most prevalent with regard to alcohol consumption – or abstinence. Small group social theory suggests that student leaders who educate their community membership about the dangers that result from alcohol consumption and risk reduction strategies will internalize those messages and serve as positive role models of appropriate behavior for their respective organizations and the entire university community.

 - The mission of the President’s Select Committee to Develop a Comprehensive Alcohol Action Plan is to create a safe, secure environment for our students that provides them with the resources and incentives to make responsible and appropriate decisions concerning alcohol consumption. The programs, policies and activities that are proposed in this comprehensive plan are initiatives that can help ensure that students have an enriched, successful, and enjoyable educational experience at Bradley University.

SECTION II

BRADLEY'S ALCOHOL POLICY AND ENFORCEMENT

EXPECTATION OF BRADLEY STUDENTS

BRADLEY'S ALCOHOL POLICY AND ENFORCEMENT

Bradley University's alcohol policies are reflected in the Student Handbook, annually distributed to all Bradley University students.

□ **Policy on Alcoholic Beverages Standards of Conduct for Students:**

The University administration expects its students to be knowledgeable of and abide by the law of the State of Illinois, which requires that persons be 21 years of age or older to purchase, possess, or consume alcoholic beverages, including wine and beer. The University will:

1. Encourage all organizations to check for a Bradley I.D., which shall be required for admission to the event.
2. Not permit kegs (including cooler balls, beer bong, etc.) in any University supervised housing including residence halls, fraternities, sororities, and apartments.
3. Not permit the consumption of alcoholic beverages by any student, regardless of age, in any public area of the University.
4. The University does not condone the abuse of alcohol (including drinking games) by any student regardless of age.

Students who violate University regulations associated with the use of alcohol may be subject to University judicial action as outlined within the Student Handbook. There are a variety of services available to help educate students on their alcohol usage: including Fresh Start (peer-to-peer program within the Wellness Programs office) and alcohol assessments available from a counselor within Health Services.

□ **Additional** alcohol policies and definitions can be found in:

- Bradley University Student Handbook - <http://www.bradley.edu/ccd/stuhndbk99.pdf>
- Interfraternity and Panhellenic Council constitutions - <http://www.bugreeklife.com/>
- Study Abroad program expectations - <http://studyabroad.bradley.edu/conduct/>
- University sanctioned academic programs, cocurricular activities, international programs, student organizations, fraternity and sorority chapters, and/or athletic teams may hold higher standards for membership, participation, etc. than as described in the Bradley University Standards of Conduct. The higher standards from these groups may supersede any Bradley University Standards of Conduct and sanctions. University sanctions may also apply to a student who violates organization and University Standards of Conduct.

Judicial Responses

Enforcement: In addition to local and regional law enforcement agencies, the direct responsibilities for **enforcement** of Bradley University's alcohol policies lies in:

- Bradley University Police
- State Highway Patrol (Task Force)
- Residence hall staff
- Individual and governing fraternity and sorority councils
- Student organizations
- Individual students

Violations of alcohol policy may be adjudicated by:

- Bradley University Student Judicial System
- Individual fraternity and sorority chapters and their governing councils
- Student organizations

Violations adjudicated by the Bradley University Student Judicial System will follow the **Alcohol Protocol Matrix** as a guideline for disciplinary actions. Potential sanctions apply to all students regardless of age. Sanctions are listed for any alcohol related violation as:

1. First time offense
2. Second offense
3. Third offense

Each incident is reviewed independently and decisions will not be strictly confined to the protocol matrix, yet the matrix will provide consistency to the sanctions that students will receive.

Alcohol Protocol Matrix

Protocol

Sanction

Drinking Ticket
Residence Hall Referral
Frequent Alcohol Abuse
Accidental Harm to Self

1. \$50 fine
E-chug educational program
2. Fresh Start program
GAIN assessment (Health Services)
Letter Home
University "probation"
3. Suspension from University

Destruction of Property (minor)

1. \$50 fine
Fresh Start
Restitution for damages
University "probation"
2. GAIN assessment
Letter home
University "probation"
Restitution for damages
3. Suspension from University

Transported to Hospital
Severe Medical Risk
Passed/Blacked Out
DUI

1. \$50 fine
Fresh Start program
GAIN assessment (Health Services)
Letter Home
University "probation"
2. Suspension from University

Harm to Others
Violent Behavior
Destruction of property (major)

1. \$50 fine
Fresh Start program
GAIN assessment (Health Services)
Letter Home
Restitution for damages
University "probation"
2. Suspension from University

Alcohol Matrix cont.

Hosts of events where alcohol citations/referrals are received (based per resident host)

1. \$250 fine
Social host responsibility program
 2. \$500 fine
University "probation"
 3. Suspension from University
-

Notes:

- ❑ All sanctions apply for students receiving citations/referrals within 24 months of the previous incident.
- ❑ Letter home is not sent, per FERPA regulation, to those students who are over the age of 21.

Proposed Changes:

Alcohol Protocol Matrix

- **ALL** alcohol related Municipal Ordinance Violation Notices (MOVN) issued by police, alcohol related referral by residence hall staff, and/or those deemed appropriate by the adjudicating judicial body the following sanction will be included:
 - \$50 University fine for violation of Standards of Conduct

- Fines would be collected by the Center for Residential Living and Leadership. Some of the funds collected would be pooled semi-annually and student organizations, residence hall floors, etc. could apply for funds to support alcohol education programs and/or support of alcohol-free events. Grants would be awarded under the guidelines of the Student Activities Budget Review Council (SABRC <http://www.bradley.edu/campusorg/sabrc/>). Review of grant proposals would be done by representatives from the Center for Residential Living and Leadership, Health Services, and Student Leader Board. The remainder of the funds collected would be used to support ongoing alcohol education programs and activities.

The Alcohol Protocol Matrix now includes a most important policy change which indicates that any student that receives three alcohol violations within a 24-month period may be suspended from the university for a semester

The Alcohol Matrix also now includes a policy and sanctions to address the issue of students providing alcohol to underage Bradley students and guests.

Proposed Changes:

Residence Hall Agreement – Residence Requirements

- Revisions affecting the policy by which students can be released from their residence requirements to move into a sorority or fraternity house (from the Bradley University Residence Hall Agreement) <http://www.bradley.edu/housing/living/agreement.html>

-
- Students who receive **two** alcohol related MOVNs, alcohol related residence hall referrals, and/or by decision of the Student Judicial System within their first year will not be released to live in their respective sorority or fraternity house their second year. Additionally, first year students who receive **one** of the above mentioned violations will not be allowed to fill any vacancies in a sorority or fraternity house at the end of the fall semester of their first year. Appeals of this requirement can be made to the Student Leader Panel.

 - Revisions affecting the policy by which students would not be eligible to move out of the residence halls at the completion of their second year:
 - Students who receive **three** alcohol related MOVNs, alcohol related residence hall referrals, and/or by decision of the Student Judicial System within their first two years will be required to live within the residence halls during their third year at Bradley University.

 - Students who are suspended from the University due to receiving three alcohol related violations will be required to live in the residence halls for a semester or year after their return.

 - Additionally, any student who requests an appeal of the two-year on campus residence requirement may not have received **two** alcohol related MOVNs, alcohol related residence hall referrals, and/or an adverse decision of the Student Judicial System on this issue within their first year. Students may appeal this policy decision to the Student Leader Board.

Bradley University Good Samaritan Policy

- Bradley University recognizes the importance of prompt and appropriate medical assistance and/or treatment for severe alcohol intoxication, overdose, or physical injury. In an attempt to diminish the barriers for treatment, reduce the harmful consequences of excessive substance use, and increase the likelihood campus community members will call for medical assistance when needed, the Good Samaritan Policy has been created.

-
- ❑ If a student calls for medical attention for another student because of severe alcohol intoxication, overdose, or physical injury by calling 911 or campus police (x2000), then the individual initiating the call will not be subject to disciplinary proceedings through the University Judicial System.
 - ❑ A representative of an organization hosting an event who calls for medical attention for an individual present at their event and works cooperatively with responders shall not receive judicial sanctions that might arise from the possession and/or consumption of alcohol, if the situation is an isolated event. Repeated violations of the Bradley University Standards of Conduct by an organization will warrant judicial consequences. Failure of an organization to seek appropriate medical assistance may also result in judicial action against an individual or organization.
 - ❑ Responsibility for determining applicability of this policy will be made by the Center for Residential Living and Leadership. This policy is not intended to address possible violations of criminal laws or their consequences.
 - ❑ This policy is intended to be a support mechanism for students in need. Any abuse of this policy or any other University policy may result in University judicial action.
 - ❑ Supporting article on Good Samaritan policies can be found at <http://chronicle.com/weekly/v54/i17/17a00101.html>.

Proposed Changes:

Third Party Vendor for Fraternity Parties and Related Activities and Related Activities

- ❑ Work with Bradley University Conference Services (which currently holds the Bradley liquor license) to explore the opportunities to provide 3rd party vendor options to the fraternity houses for fraternity parties. At the present time due to the lack of availability of third party vendors in Peoria (because of the current Peoria area liquor license policy), fraternity parties have a BYOB policy. This policy does not work well, is difficult to supervise and the current students do not like the policy. As a result not many fraternities are holding parties at their on-campus houses, and therefore many of these parties have been moving off campus---with many of the

associated dangers. An agreement will be sought in which Bradley can serve as the third party vendor for fraternity parties. Under this policy, the parties will be much safer, more easily supervised and held at on campus fraternity houses. The individuals serving in the capacity of third party vendors will receive proper training.

Proposed Changes:

Students Moving off-campus

- Explore further the concept of students being responsible citizens when they move off campus. Ithaca College requires every student moving off campus to complete an on-line module on expectations and citizenship. An example is at <http://www.ithaca.edu/reslife/quiz>.

EXPECTATION OF BRADLEY STUDENTS

General Expectations of Bradley Students

- ❑ To conduct themselves in a responsible manner
- ❑ To be responsible for their actions and the actions of their guests
- ❑ To conform to the same policies and sanctions regardless of student group affiliation or leadership status
- ❑ To attend some type of alcohol education program, speaker, or activity on an annual basis

Expectations of a Student Leader

- ❑ Student leaders serve as role models on campus
- ❑ By holding student leaders accountable for their conduct, actions and decisions, it is hoped that their behavior will help to influence positive conduct, actions and decisions among other student leaders and students of the Bradley community.
- ❑ Any student leader, therefore, who receives two alcohol violations within a 12 month period will be removed from their student leadership position. Appeals may be made to the Student Leadership Board.

□ **Definition of a Student Leader**

A Student Leader is:

- All exec positions and chairs
- Deemed leader by organization
- Student athletes involved in the Braves Council and team captains
- All Residence Hall staff
- Self identified

□ **Composition Of the Student Leader Board**

The SLB shall be comprised of 7 members:

- Chaired by chair of the University Arbitration Board
- 6 additional members chosen from the following student organizations and approved by the Student Senate and the Associate Provost For Student Affairs
 - Student Senate
 - Residence Hall staff
 - Student athletes
 - Associate Provost's Student Advisory Committee
 - Peer educators
 - Greek System
- Membership on the SLB will be for a maximum two-year term
- The Director of Residential Living and Leadership shall oversee the board.

□ **Responsibilities of Members**

As members of the SLB, it is expected members of the board will adhere to the student handbook, the student code of conduct, and the overall expectations of a student leader.

The Board shall meet at least once a month and more often if warranted. The board is responsible for making decisions regarding the ability of student leaders to maintain leadership positions.

□ **Actions Warranting Meeting with SLB**

When the actions of a student leader result in one or more of the following, the student must meet with the SLB

- 2nd alcohol violation
- 2nd punishable offense in violation of the Bradley University Student Handbook/Code of Conduct
- 2nd violation of Student Expectations as outlined in 2008 Comprehensive Alcohol Action Plan
- Any other questionable action(s) related to alcohol use/misuse, violence, damage to campus property, behavior in surrounding community, etc.

Decisions of SLB

- The members of the SLB will determine whether the student leader in question is responsible enough to continue to serve as an example in the Bradley Community. Should it be determined the student should no longer be a student leader for the remainder of the year, he or she will be removed from his or her leadership position(s) in all campus activities. This will remain in effect for the entire academic school year. Students may still remain involved with the organizations for the remainder of the year, if the organization permits it.
- After meeting with the SLB, if a student is allowed to keep his or her leadership position, he or she will be on probation. If a student should be referred to the board for a 2nd time, he or she will automatically lose his or her leadership position(s) for the academic school year.
- **Additional Policies**
If a student is not serving in a student leadership position but receives two or more alcohol violations, he or she will not be allowed to hold a leadership position for the following academic year. Appeals will be made to the SLB.

Student-Athlete Code of Conduct

- Student-athletes have a special responsibility to conduct themselves in a manner that reflects well on the University, the athletic program, and themselves. Student-athletes are expected to comply with the Standards of Conduct as outlined in the University's Student Handbook, policies established by the Department of Athletics as outlined in the Student-Athlete Handbook, and their respective team rules as established by the head coach.
- The Student-Athlete Handbook, which is distributed to student-athletes annually, outlines various policies with which student-athletes are expected to comply and sets clear expectations for appropriate conduct.

Student-Athlete Alcohol Policy

- The Department of Athletics expects each student to adhere to a set of standards that positively represents the Department and the University. The Department of Athletics has established guidelines regarding unacceptable behaviors regarding alcohol use. It is the personal responsibility of student-athletes to follow all Federal, State, University and Department of Athletics guidelines pertaining to alcohol use. The Student-Athlete Alcohol Policy establishes minimum guidelines; each head coach has the option of establishing more stringent standards for their specific team. Student-athletes are advised that the legal drinking age in the state of Illinois is 21 years of age.

Unacceptable Activities included but are not limited to the following:

- a. Driving while impaired or while intoxicated (Violation of Illinois State Law)
- b. Underage Drinking (Violation of Illinois State Law)
- c. Providing alcohol to anyone under the age of 21 (Violation of Illinois State Law)
- d. Possessing, using or creating false identification (Violation of Illinois State Law)
- e. Consumption of alcohol, being under the influence of alcohol, or personal possession of alcohol during **any intercollegiate athletic event** (practice, conditioning, team meeting, competition, etc.), Braves Club or Braves Scholarship Society events, or on road trips associated with athletic events.

-
- ❑ Student-athletes found to be in violation of these guidelines will be subject to penalties imposed by the Head Coach and/or the Director of Athletics. Penalties will be in addition to those imposed by the University and/or the Court of Law.
 - ❑ Individuals cited for DUI offenses will be subject to an immediate mandatory suspension from 10% percent of their team's regular season contests. Student-athletes riding in a motor vehicle (as a driver or passenger) in which a moving violation occurs and the driver is found to have been drinking may be subject to an immediate suspension of up to 5% of the teams' regular season contests.
 - ❑ A more detailed description of the Department of Athletics policies and specific sanctions can be found in the Student-Athlete Handbook.
 - ❑ The Department of Athletics works very closely with the University's Student Judicial Office in developing and implementing these specific policies and sanctions.

Other University Sanctioned Student Activities or Programs

- ❑ A Bradley official who is supervising a University sanctioned program or activity involving Bradley students must report a student violation of the alcohol policy to the Student Judicial Office.

SECTION III

ALCOHOL EDUCATION

PROGRAMS, ACTIVITIES

AND RELATED ISSUES

SECTION III

Current Programs Facilitated by the Bradley H.E.A.T.

The Bradley H.E.A.T. (Help, Empower, And, Teach) - a student organization whose mission is to educate and create awareness and facilitate behavior change, through the use of peers, about issues relating to life choices within a university environment. There are 40 peer leaders.

Greek and Residence Halls Workshops: The peer leaders facilitate workshops to various Greek houses and residence hall floors regarding alcohol abuse.

EHS 120 “The University Experience” Workshops: The peer leaders facilitate workshops to current Bradley University freshmen. The workshop, called Small Groups Social Norms, takes a harm-reduction approach and focuses on students’ misperception of alcohol consumption on campus and the effect of social norms and misperceptions on students’ alcohol consumption.

National Collegiate Alcohol Awareness Week Activities

Interactive Info Tables: H.E.A.T. sets up location during a heavy traffic time which is usually during the lunch rush. Students can ask questions, find brochures, try the FATAL VISION goggles, and receive giveaway items with alcohol related information.

“How Low Can You Blow?” Program: This event is used to collect information on the drinking patterns of Bradley’s freshmen and give them personalized and group feedback about consumption patterns. The event takes place in randomly selected residence halls on campus between 12 o’clock and 3 o’clock a.m. on Friday and/or Saturday.

“Movie Night” The peer educators invite students to attend a viewing of a movie with a central theme involving high-risk alcohol use and host a discussion afterwards.

The Power of 10: An interactive game show modeled after the new hit game show hosted by Drew Carey.

National Collegiate Alcohol Awareness Week Activities cont.

Booze-A-Palooza: This one-hour program educates the general student body and residence hall staff on a variety of alcohol topics. This program is a collaborative effort with the Association of Residence Halls.

Safe Spring Break 'Free B.E.E.R. and a Cheap Lei': For two days prior to spring break the H.E.A.T. provides free root beer and asks students to sign a pledge promising their safety over spring break.

B.E.E.R. (Bradley Educators Encouraging Responsibility) Drive:

During April, the Bradley H.E.A.T. provides this annual interactive demonstration in the university's quad. This program physically outlines the effects of driving under the influence by providing students with fatal vision goggles while they drive a golf cart through an obstacle course.

SONOR Social Norms Campaign Efforts

- **SONOR (Social NORming)** – a student organization that utilizes student created marketing materials in an effort to change the behaviors of students through the promotion of accurate and healthy social norms. There are 10 students in SONOR. All of SONOR's initiatives depend on grant funding. They have not been able to comprehensively conduct a social norms campaign on campus regarding student alcohol use since their loss of IDOT grant funds in the 05-06 academic year.

-
- **Freshman Welcome Gift:** One of SONOR's first major projects was the creation of a freshman welcome gift in 2003. This gift is placed in the dorm rooms of freshmen when they move into the residence halls each fall. SONOR, in association with a dozen other student organizations, contributes each year to the gift baskets as a welcome to Bradley. It includes a variety of items: key chains, water bottles, play dough, a dry erase board, pens, pencils, and bracelets. 600 gift baskets are distributed to the incoming freshmen on move-in day. This marketing effort allows SONOR to make connections with other student organizations, while also creating an immediate brand with incoming students.

 - **What Would Lydia Do?:** Since its inception in 2003, SONOR has used Lydia Moss Bradley, founder of the institution, as its spokesperson in a variety of alcohol social norms campaigns. As Lydia is one of the only stable and unchanging elements on Bradley's campus, she is used to unite the values of the institution with SONOR campaigns as well as to represent a common bond between students - freshmen and seniors, Greeks and non-Greeks, new and old students.

Orientation

- **Crucial Campus Issues (CCI):** On the first day of orientation a survey, Alcohol Drug and Perception Survey, is handed out to both students and parents. Students answer the questions as it pertains to their behavior. Parents are asked to try to predict how their student would answer. The students that do not have parents present during orientation are taken out of the comparison. The results are compiled and shared with everyone on the final day during the first part of CCI. Additionally, campus prevention and intervention efforts are discussed as well as reviewing campus policy as it relates to alcohol use.

In the second part of CCI, the participants break off into 10 small groups of about 8-10 people per group which consists of both parents and students who are not related. The topics range from drugs to issues of diversity. However, one of the hot topics, of course, is alcohol. Thought provoking questions regarding student alcohol use include what are your feelings about drinking, is it prevalent in high schools, is there peer pressure, what do you expect to do when you come here, fraternity parties, parents do you host graduation parties and take away the keys or strictly forbid them.

-
- ❑ **Safety Presentation:** The Bradley University Chief of Police talks to parents and students about staying safe on campus.
 - ❑ **Health Services Presentation:** The Medical Director of Health Services talks to parents about the initiatives of the Wellness Program, the Health Center, and the Counseling Center as it applies to alcohol use.

Residential Living

- ❑ **Hall Staff Training:** Hall staff are trained prior to the start of classes each semester.
- ❑ **Resident's Education:** Each residence hall floor is required to have one alcohol education program per semester.

Intervention Initiatives

- ❑ **Collaboration Committee:** The professional staff at Bradley are committed to doing their best to ensure that students who need assistance are not falling through the cracks. Each week for an hour, Bradley's Medical Director, Psychiatrist, Director of Wellness, and Judicial Officers meet to discuss how the University is meeting the needs of students who violate the campus alcohol/drug policy. Police reports from the week prior are reviewed, and the students are processed through the system as appropriate.
- ❑ **Fresh Start Program:** This program is conducted and coordinated by graduate students finishing master's degrees in counseling. Fresh Start is a comprehensive, one-on-one, early intervention alcohol initiative modeled on the BASICS program for students who have been referred by the university's judicial system, residence hall staff, Greek leaders, or health services staff. The series of three sessions, spaced a week apart, encourages students through motivational interviewing techniques to consider behavior change in regard to their drinking patterns.

-
- **GAIN:** Since the fall of 2005 Bradley University Health Services Counseling has been utilizing the Global Appraisal of Individual Needs (GAIN) to screen students for substance abuse, dependency, and some mental health concerns. This is a 45-minute structured interview that is conducted by one of the Counseling Center's mental health professionals. Non-mandated referrals for the GAIN are made by Health Services physicians, mental health providers, Residential Hall staff and occasionally parents. Mandated referrals are generally made by Residential Living and Leadership and the Athletic Department.

 - **e-CHUG:** The e-CHUG is an evidence-based, on-line alcohol intervention and personalized feedback tool. Drawing on Motivational Interviewing and Social Norms feedback theories, the e-CHUG is designed to motivate individuals to reduce their consumption using personalized information about their own drinking and risk factors. Currently, students who are first time violators of the campus alcohol policy (receive a municipal ordinance violation and do not qualify for intervention) are sent a letter from the judicial officer letting them know that we are aware of their citation. The letter also encourages these students to go on-line (www.bradley.edu/studentorg/peered) and take the e-CHUG.

 - **National Alcohol Screening Day:** Bradley participates in the Screening for Mental Health program. Throughout the month of April, the on-line screening program for alcohol abuse is intensely promoted through various media.

 - **Leadership Lifestyles Floor:** This first year program is a unique and innovative option for freshman women. Students living in this residence hall are provided with volunteer opportunities, workshops on teambuilding and leadership development, as well as fun, recreational activities.

Proposed New Education Efforts

All of these initiatives would require additional resources:

- ❑ **'Empowering Our Community' Workshop:** Create a workshop to be facilitated by campus leaders within their own organizations. The workshop could be collaboratively created with both professional staff and student input.
- ❑ **Campus Wide Social Norms Campaign:** The social norms approach uses a variety of methods to correct negative misperceptions (usually overestimations of use), and to identify, model, and promote the healthy, protective behaviors that are the actual norm in a given population. When properly conducted, it is an evidence-based, data-driven process, and a very cost-effective method of achieving large-scale positive results. For many years, prevention efforts have focused almost exclusively on the ***problems*** and ***deficits*** of particular populations. The work that continues to emerge from those using the social norms approach demonstrates the effectiveness of promoting the attitudinal and behavioral ***solutions*** and ***assets*** that are the actual norms in various populations.
- ❑ **'What to do in Peoria?' Guide:** This would be a guide to alcohol-free and drug-free experiences in Peoria.
- ❑ **Helping Students with Alcohol Problems Brochure:** A brochure will be developed, similar to the University's "Helping Students in Distress Brochure". The brochure would be placed online and distributed to faculty and staff. Faculty and staff would be encouraged to identify students with an alcohol problem and inform the appropriate office.
- ❑ **BU Good Neighbor Program:** The program works to educate student off-campus residents on the responsibilities of off-campus living and civic responsibility. The program would include distribution of a guide and creation of a web page accessible to students and community members. The goal is to provide information to students regarding how they can be responsible hosts and information on property maintenance, occupancy limits, smart neighboring tips, and city ordinances regarding parties and alcohol.

Proposed New Intervention Efforts

- **Requiring EHS120 for all incoming freshmen:** The very best way to ensure that all incoming freshmen receive the information pertaining to the Bradley alcohol policy, plan, program and activities is through the EHS 120 (The University Experience Course). The course is currently highly recommended for incoming freshmen and about 850 typically enroll. This still leaves 200 freshmen who would greatly benefit by having the course. The Committee, therefore, strongly recommends that EHS 120 be required for **all** incoming freshmen.
- **'Late Night BU':** Late night programming is used, in part, on some campuses as a strategy for changing the campus environment regarding alcohol use and abuse. A "Late Night Event" is defined as an event sponsored by student organization(s) that ends after 2:00 a.m. on University property. Events are planned with the intention of reducing the number of alcohol-related incidents on campus by committing student and staff time and financial resources to late night student-sponsored events. Late night events are great opportunities for students to interact socially with each other in a safe and alcohol-free atmosphere on campus. The overall goal is to cultivate a more positive campus environment for students.
- **Alcohol Committee:** It would be recommended that the current special alcohol committee remains as a standing committee of the university. The committee should meet monthly to review, create, and implement policies and programs as necessary.
- **Require e-CHUG for all first time alcohol policy offenders:** The e-CHUG program has the capability to provide administrators email verification of participant completion. No one-on-one staff time is required and confidentiality and anonymity are maintained as the verification data are retained separately.
- **Coordinator of Alcohol Education and Awareness Programs:** This would be the establishment of a new staff position that would be responsible for overseeing all of the new and existing alcohol related programs and activities as well as having overall responsibility for the implementation and assessment of the new alcohol plan. In addition, this individual would oversee the comprehensive campus-wide social norms effort, manage the e-CHUG early intervention initiative for first time alcohol violators, oversee the BU Late Night Program and serve as the liaison and project director for the BU Good Neighbor Program.

BUDGET

APPROXIMATE BUDGET (COSTS) FOR IMPLEMENTATION OF SPECIFIC ALCOHOL EDUCATION PROGRAMS AND RELATED ACTIVITIES

The approximate budget (costs) for implementation of specific alcohol education programs and related activities is approximately \$110,000.

SECTION IV

COMMUNITY INVOLVEMENT

Student Alcohol Abuse and the Surrounding Neighborhoods

- **The problems:** Students' alcohol-related behavior is a problem for the neighborhoods surrounding the University. Students who live in off-campus houses can be a nuisance to the non-student residents of the neighborhood. As the University has increased pressure on students to reduce alcohol consumption on campus, drinking activity has been increasingly driven off campus into what students routinely call "party houses". Greek organizations—both fraternities and sororities—generally have members living in one or more off-campus houses. These Greek connected off-campus houses, as well as a number of non-Greek off-campus houses (including athletic team off campus houses) regularly serve as sites for parties at which excessive drinking occurs. Parties are also accompanied by
 - excessive levels of noise; litter, traffic and other inappropriate and unacceptable behaviors and activities.

The noise, litter and other aforementioned behaviors disrupt the lifestyle and standard of living of the neighborhood and all the residents.

Solving these problems will take the joint efforts of the University, residents of the neighborhoods, and the students.

- **The University** will identify problem drinkers as early as possible during their time at Bradley, in order to help those students get the proper assistance for their drinking problems and to help curb those students' unacceptable behaviors. The University will institute plans to prevent students with consistent alcohol violations from moving into Greek houses or off-campus housing. Students who cannot handle the responsibilities of being a good neighbor may not be permitted to move off-campus, and off-campus residents who consistently display such aforementioned behavior may be required to move back on to campus. Consistent violations of the University alcohol policies or plan may, through the University's judicial process, lead to the expulsion or dismissal of a student.
- **Neighborhood residents:** For their part, non-student residents of the neighborhoods around the University can do much more to be proactive in working against the disruptions that often accompany student parties. Most importantly, non-student neighbors can work at getting to know the students living near them, and work to make

the students feel that they are part of the neighborhood. The neighborhood associations should actively promote including students in neighborhood activities and inviting students to neighborhood meetings and social events. Neighbors should talk directly with students soon after the students move in, and before they hold a party, making clear to the students what problems there have been in the past, and how best to avoid those problems. Usually, students are pleased to be engaged as adult neighbors and, when treated as such, will be more inclined to keep parties contained, to respect neighbors and their rights, and to clean up after themselves more thoroughly and quickly. The University needs to encourage the neighborhood associations to urge constituents to meet and get to know student neighbors. Such engagement will not stop all inappropriate activity, but it will certainly help.

Non-student residents of the neighborhoods surrounding Bradley should continue to support University efforts to identify off-campus party houses, and should continue to call the University police to report parties. For cases where law enforcement fails to deter students' poor behavior, the University will provide residents of the neighborhood with information about whom to call on campus and how to proceed in lodging complaints against problem drinkers. The University's student judicial system will investigate those complaints and take appropriate action.

- **Students** must recognize that there is a problem with alcohol consumption on and off campus. They need to take alcohol education seriously, and to know the signs, symptoms, and dangers of drinking to excess. Students, generally, can recognize drinking problems and unacceptable drinking-related behaviors. Students often know who among their peers need help. Students must be encouraged to help friends who need help to get help. The entire campus community needs to create a culture that recognizes that intervention is a good and necessary thing. While neighbors are often annoyed by drunken students' unacceptable behavior, many neighbors are also concerned for students' well being. Residents of the neighborhood would like to be able to help students with drinking problems get the assistance they need.

-
- **Retail liquor sellers:** A further problem arises with the ready accessibility of cheap alcohol close to campus. While the University cannot stop alcohol sales, the University can take steps to try to limit alcohol sales that encourage the most extreme forms of drinking.
 - The University will consider eliminating on-campus advertising of alcohol and drink specials, whether placed by liquor retailers, bars, or restaurants. Currently, such specials are advertised on campus via flyers and in the *Bradley Scout*.
 - As a responsibility of a permanent University committee on student alcohol use, members of the committee could meet with the owners and managers of area liquor retailers, bars, and restaurants to work to persuade them against specials that encourage excessive or binge drinking. If the owners and managers resist working with the University to curb the use and misuse of alcohol, the University will consider working with local government and other appropriate organizations or agencies on ordinances to curtail sales practices that encourage irresponsible drinking.
 - There is a perception in the neighborhoods that the University does not take seriously enough the problems that accompany student drinking. This plan will serve as a very important demonstration that Bradley is serious about working with neighborhood residents to reduce alcohol use and misuse and related behaviors of students living in these neighborhoods.

SECTION V

DATA COLLECTION, ANALYSIS AND ASSESSMENT

Data Collection, Analysis, and Assessment

- The Bradley assessment plan has two components:
 - 1) the measurement of changes in students' perceptions and behaviors following the introduction of the Comprehensive Alcohol Action Plan and
 - 2) the evaluation of specific interventions.

- **Changes in Student Drinking and Related Outcomes**

The University currently has baseline data on students' drinking practices and related outcomes from the spring of 2001 and from the spring of 2006. The 2001 data are from the Core Alcohol and Drug Survey. The 2006 data were obtained using the American College Health Association's National College Health Assessment (the ACHA-NCHA).

The NCHA includes measures of alcohol use, binge drinking, alcohol-related harms, perceived peer drinking, and the frequency with which students engaged in protective behaviors (e.g., avoiding drinking games, pacing one's drinking), as well as a number of background characteristics. The 2006 report provides a summary of participants' responses to the alcohol questions overall and by gender. Measures of student drinking and related variables can also be broken down by year in school, residence, and Greek participation.

Bradley will assess the overall effectiveness of the Comprehensive Alcohol Action Plan by re-administering the ACHA-NCHA (online) every two years, beginning in the spring of 2009. Data will be compared to our baseline results to determine the extent to which students' alcohol-related perceptions and behaviors have changed.

To ensure a large rate of response, we will request that the ACHA invite all Bradley undergraduates for whom a public email address is available to participate in the survey. In an attempt to increase the initial response rate, students who fail to complete the assessment will be re-contacted and incentives for participation may be provided through a lottery system.

As was the case in the spring of 2006, we will also receive the ACHA data in a SPSS systems file. This gives us the flexibility to create

our own analyses should there be any particular areas or relationships we would like to examine further (e.g., the effect of perceived peer drinking on students' personal levels of alcohol consumption). Since the web version of the ACHA-NCHA is confidential, and unique identifiers are discarded, it should not be difficult to secure approval for this project from the University's institutional review board.

Given the number of items included on the ACHA-NCHA to which we may add up to five of our own questions, Bradley should get a good sense of the degree to which the changes initiated by this plan have effectively altered the culture at Bradley University as it pertains to the use and misuse of alcohol. Using data from the NCHA, Bradley will be able to determine which categories of students have been more or less responsive to various interventions. Finally, the base survey questions can be compared to the national (reference) figures supplied by the ACHA for the timeframe under examination.

The final component of the global assessment of the effectiveness of the Alcohol Action Plan requires records from Student Affairs on alcohol policy violations and legal outcomes. Using this information, we can compare data on alcohol enforcement (e.g., number of violations, location of violations) and judicial responses before and after the changes implemented by the Committee.

□ **The Effectiveness of Specific Interventions**

As discussed earlier, Bradley has a number of alcohol-reduction programs in place. Many of these programs, including "How Low Can You Blow?" and the use of the Audience Response System by peer educators in EHS 120, are designed to increase students' awareness of their tendency to overestimate the amount of alcohol consumed by peers. A grant application to the NCAA CHOICES Program requesting funds for an extension of the EHS peer education program and for a social norms campaign that targets students who attend athletic events has an extensive assessment component. This grant proposal will allow us to determine the effectiveness of the EHS 120 presentations in changing freshmen's perceptions of campus drinking norms. Personal levels of alcohol consumption will be determined using a pretest-posttest quasi-experimental design. The success of the norms campaign at athletic events will be measured using an online survey that focuses

on both message recall and behavioral outcomes. These data will indicate how effective particular programs have been in reducing students' drinking and determine the extent to which various groups have responded positively to social norming information. Other specific interventions may be similarly evaluated, when appropriate.

□ **Summary of Assessment Plan**

In summary, the effectiveness of the University's Comprehensive Alcohol Action Plan will be assessed using data from the following sources:

- the Core Alcohol and Drug Survey (administered in the spring of 2001) and the ACHA-NCHA (administered in the spring of 2006)
- follow-up surveys (the ACHA-NCHA) administered during the spring of 2009 and at subsequent two-year intervals
- statistics on enforcement and judicial outcomes from Student Affairs, and
- program-specific assessments as appropriate

Baseline data on students' levels of alcohol consumption and related variables, overall and by selected characteristics, from the initial Core Survey and NCHA will be compared to data collected during the spring of 2009 (and in subsequent years). This information, along with judicial statistics and data pertaining to specific norm correction initiatives, should provide substantial insight into whether the University's Comprehensive Alcohol Action Plan is having the desired effects on students' perceptions and behaviors.